

Rep Order# 6869922
EC'd No

Ver# 1
Status New

Traffic Order# 219451
Printed: 11/06/2012 9:23 AM
Last Received: 11/06/2012 9:02 AM
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DRUG POLICY ACTFUND
Product DRUG POLICY ACT FUND
Estimate#
Buyer PAULA ADAMS
Phone#
Fax#

Agency () NORTHWOOD ADVERTISING
15 S. 5TH STREET, SUITE 1201
MINNEAPOLIS, MN 55402
Agency C/P1/P2/E
Flight Dates 11/07/2012 - 11/11/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS ORDER WAS MANUALLY ENTERED ON YOUR END MON 11/5

PLEASE DO NOT DOUBLE BOOK

JUST TRYING TO GET ORDERS IN THE PETRY SYSTEM

PLEASE CNF

THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1			11/10-11/10	1	\$700.00	:30	1	SA	9P-10P	1	\$700.00
Buyline Comment: NEWS											
2			11/11-11/11	1	\$1,000.00	:30	1	SU	9P-10P	1	\$1,000.00
Buyline Comment: NEWS											

---REPORT TOTALS---

Report Totals: 2 / \$1,700.00

---SALES MONTHLY TOTALS---

Nov 12: 2 / \$1,700.00

Sales Totals: 2 / \$1,700.00

Station Totals: 2 / \$1,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$10,000	CABL 0%	KASA 17%	KASY 0%	KLUZ 6%	KOAT 47%
		KOB 0%	KRQE 30%	KWBQ 0%		

---COMPETITIVE COMMENTS---

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NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

-- CREDIT RISK --
CASH IN ADVANCE

Client: DRUG POLICY ACTION FUND
 Product:
 Campaign: NOV 2012

Station Order

North Woods Advertising
 510 First Avenue North
 Minneapolis, MN 55403
 Buyer Name: Paula Adams
 Sweeps: Manual Ratings
 Actg. Order No.: 20
 WS Order No.: 1021
 Contract No.:

Rev #: 0
 Flight From: 11/07/2012 to 11/11/2012

Estimate No.:
 Contract No.:
 Job No.:

Market: ALBUQUERQUE-SANTA FE
 Station: KASA
 Station Contact: AMY MCCREARY/PETRY

Item#	Days/	DP/	Len	Program Title/	Station Gross	Rate/	Nov	Nov	Nov	Nov	Nov	Nov	Total	Spots	Total
1	-----S-	LN	30	NEWS 13 ON 2	\$700.00		1							1	3.6
	09:00P-10:00P				\$700.00										
2	-----Su	LN	30	NEWS 13 ON 2	\$1,000.00		1							1	3.9
	09:00P-10:00P				\$1,000.00										
					\$1,000.00										
					\$1,700.00									2	

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Nov	2	7.5	\$1,700.00	\$226.67
	2	7.5	\$1,700.00	\$226.67
				\$226.67

By: _____

Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA
Advertiser: POL/Drug Policy Action Fund
Agency: Northwood Advertising

Line: 1

Time Period: 9p-10p

219451 6869922

11/10/12 :30 P6 9:17:20 PM 11/7-11/11/;

\$700.00

\$700.00

Line: 2

Time Period: 9p-10p

219451 6869922

11/11/12 :30 P6 9:08:30 PM 11/7-11/11/;

\$1,000.00

\$1,000.00

\$1,700.00

\$1,700.00

\$1,700.00

\$1,700.00

[Sorted by: Line]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <i>KASA-TV Albuquerque, NM</i>	
Date: <i>10/31/12</i>	

I, *Emily Kaltenbach*
do hereby request station time concerning the following issue:

<p>Protect PTSD as a qualifying condition for the medical cannabis program in New Mexico.</p>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See schedule as ordered					

Total Charges:

This broadcast time will be used by: *Drug Policy Alliance*

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See schedule as ordered					
Total Charges:					

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.